

CIGARS



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Rebirth of Cigars

- ☐ **Media blitz and successful marketing campaign to remake cigars as positive**
- ☐ **Cigars promoted as trendy!**
- ☐ **Smoking cigars marketed as fine wine**

Stogies aren't just for old fogies anymore!

Cigar Industry Goals

- ☐ Create new cigar smokers among various groups - youth, women, military, athletes . . .
- ☐ Promote cigar as symbol of “success”
- ☐ Develop new cigar role models
- ☐ Cigar promoted as status symbol



Marketing of Cigars as “Elegant Entertaining”

Promotion of Cigars via -

- ☐ **Cigar bars**
- ☐ **Cigar dinners**
- ☐ **Cigar night
out/parties**
- ☐ **Cigar specialty
stores**
- ☐ **Cigar magazines**



Use of Media to Promote Cigars

- ☐ **Movies**
- ☐ **Magazines**
- ☐ **Television**
- ☐ **Hollywood
stars**



Media Portrayal of Cigars

as

☐ Sexy

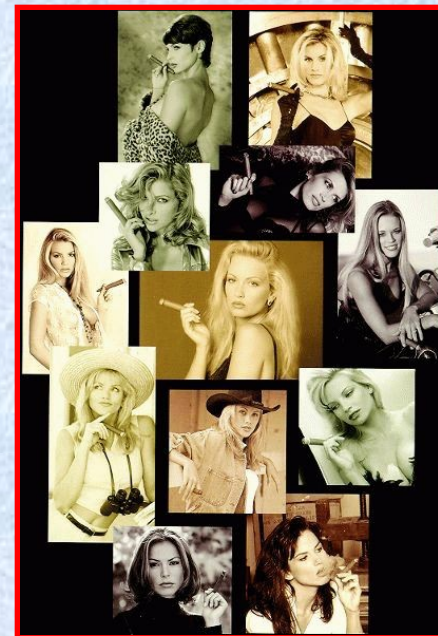


Glamorous



Prestigious

nic



Effects of Cigar Media Campaign

- ❑ Developed new cigar smokers**
- ❑ Cigar smoking viewed as acceptable, cool and as positive activity**

What the Cigar Industry Doesn't Want You to Know!

- ☐ Influenced and shaped our thinking and our behavior
- ☐ They know how to hook you
- ☐ Created a new generation of addicted smokers
- ☐ Used similar marketing campaign with cigarettes in 1940's, 1950's, 1960's . . .
- ☐ Know how to make "Big



What the Cigar Industry Doesn't Want You to Know!

- ☐ Cigars usually contain up to 4,000 chemicals!
- ☐ Cigars have more tar than cigarettes!
- ☐ Cigar Tar is more carcinogenic than cigarette tar!



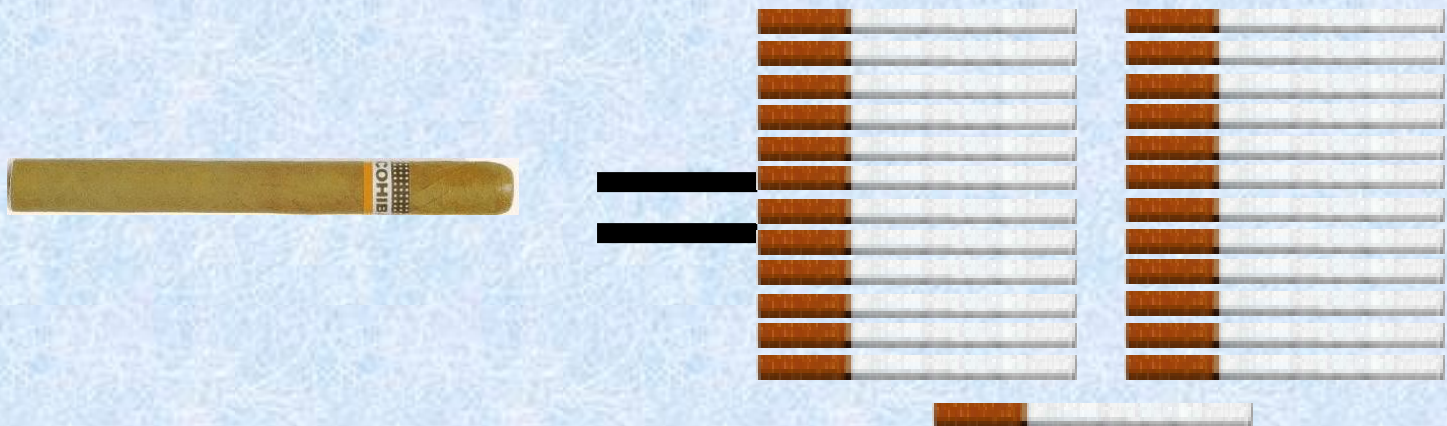
What the Cigar Industry Doesn't Want You to Know!

- ☐ Cigars generally contain up to twelve times the amount of nicotine as do cigarettes!
- ☐ Cigars have more than thirty times the carbon monoxide of one cigarette!



A Large Cigar is Equivalent to --

- ❑ 4 to 5 cigarettes in nicotine
- ❑ 15 cigarettes in tobacco
- ❑ 25 cigarettes in carbon monoxide



**Cigars are not a safe
alternative to smoking
cigarettes!**



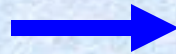
Cigars

- ❑ Cigars are addicting!**
- ❑ Nicotine is a powerful psychoactive drug**
- ❑ Some cigars contain as much as 20 grams of nicotine, compared to about 15 grams in an entire pack of cigarettes**



Cigar smokers are at **GREATER RISK** for

- ❑ Oral cancer
- ❑ Lung cancer
- ❑ Throat cancer



Effects of Cigars



**A cigar has been called
“a fire at one end and a
fool at the other”**

Horace Greeley



**Smoking cigars is
hazardous
to your health!**



An **OUTSTANDING** Sailor and Marine is --

- ☐ **Physically and Mentally Fit**
- ☐ **Hard Charging**
- ☐ **Takes Care of his Buddies**
- ☐ **Non Smoker!**



What can do you do?

- ☐ Encourage others to quit!
- ☐ Don't start smoking cigars!
- ☐ Quit!



**Need another reason to
quit smoking cigars?**

Impotence

Quit smoking
for the ones
you love!

Si los amas,
¡deja de fumar!



Actor/Director Val Morillo



www.cdc.gov/tobacco





Cigar Free